

transitions between the display of the television programming and the display of the auxiliary data, wherein the processing unit:

causes the display of the television programming, and responsive to receipt of the logical address link data, causes display of an icon during the display of the television programming, the icon indicating the availability of the auxiliary data referenced by the logical address link data.

36. (New) The set-top box of claim 35 wherein the processing unit, responsive to receipt of a first user input signal during the display of the icon, causes display of a graphical control panel operable to cause the display of the auxiliary data.

37. (New) The set-top box of claim 36 wherein the graphical control panel includes one or more graphical controls actuatable to select the display of the television programming or the display of the auxiliary data, and wherein the graphical control panel includes text describing the auxiliary data.

38. (New) The set-top box of claim 35 wherein the processing unit further causes the display of the auxiliary data.

39. (New) The set-top box of claim 35 wherein the display of the icon comprises adjusting luminance to superimpose the icon on the television programming.